



South African Print Media Landscape Report - July 2021

South African Print Media Landscape

The pandemic COVID -19 has accelerated some inevitable changes in the print media landscape since March 2020, as media houses preferred to publish only online while discontinuing their print publications.

While the number of print publications available continued to decline throughout 2020, there was a return of certain titles and supplements. With the resumption of business, automotive and lifestyle supplements, the number of printed pages continues to increase monthly from January 2021 and stabilises again by March 2021.

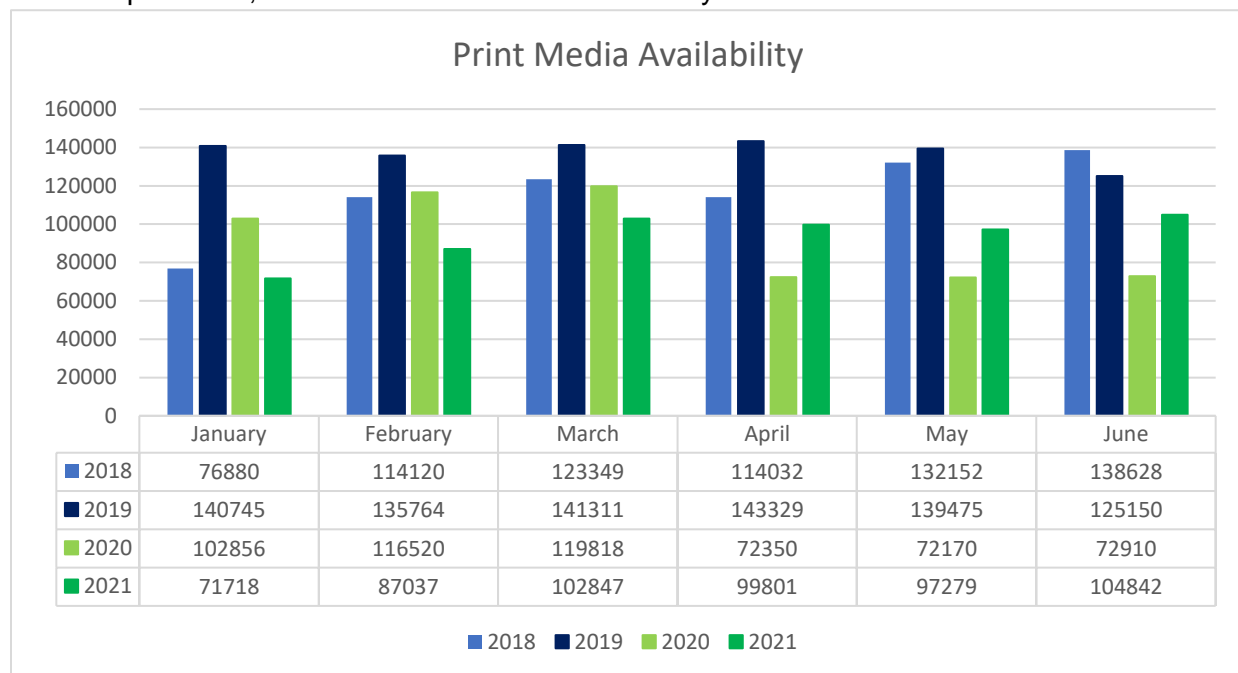
Apart from daily publications adding more supplements, two magazines have been revived from Highbury Media including Food & Home and Garden & Home.

Another trend noted by Media24 was the change in print frequency of lifestyle and travel magazines such as Sarie, Go! and its Afrikaans counterpart Weg! and Camp.

The Novus Group has also not seen any further closures of community newspapers in recent times.

Print Media Availability

A year-on-year analysis of print pages processed shows the impact of COVID -19 on the industry, with reference to April and May 2020, when the pandemic first emerged, coupled with Level 5 lockdown. Although a few publications have since returned due to new ownership and restored print runs, the volumes recorded in 2019 may remain unattainable.



Daily Newspapers

The best-selling daily newspaper for the first quarter of 2021 is Daily Sun with average sales of 51,342, although it is down 10.65% from 57,459 from the fourth quarter of 2020.

The biggest increase in sales from the previous quarter was Cape Argus with 23.16% from 8932 to 11001.

Independent online dailies (IOL) saw an average increase of more than 20% from the previous quarter, with sales of Cape Argus, Cape Times, Pretoria News and The Star increasing.

Meanwhile, Media24 dailies saw a slight quarter-on-quarter decline at Beeld, Burger and Son.

Publication Name	Frequency	Circulation	Previous Period	Increase/Decline	Percentage
Daily Sun	Mo-Fr	51342	57,59	-6,117	10.65%
Isolezwe	MD, Mo-Fr	40016	39463	553	1.40%
Burger, Die Daily	MD, Mo-Fr	32018	32829	-811	2.47%
Sowetan	Mo-Fr	31005	27736	3,269	11.79%
The Citizen	MD, Mo-Fr	29800	30012	-212	0.71%
The Star	MD, Mo-Fr	27067	22282	4,785	21.47%
Son (Daily)	MD, Mo-Fr	25042	25666	-624	2.43%
Daily Beeld	MD, Mo-Fr	24062	23823	239	1.00%
Business Day	MD, Mo-Fr	13958	13423	535	3.99%
The Mercury	MD, Mo-Fr	11862	11250	612	5.44%
The Herald	MD, Mo-Fr	11656	11533	123	1.07%
Cape Times	MD, Mo-Fr	11636	9643	1,993	20.67%
Cape Argus	MD, Mo-Fr	11001	8932	2,069	23.16%
Daily Dispatch	MD, Mo-Fr	10882	10827	55	0.51%
Daily News	MD, Mo-Fr	9722	8955	767	8.57%
The Witness	MD, Mo-Fr	8035	8252	-217	2.63%
Pretoria News	MD, Mo-Fr	2361	1957	404	20.64%

Weekend Newspapers

Arena's Sunday Times remains the best-selling weekend publication for the first quarter of 2021, with an average sales increase of 3.17% from 111,607 to 155,209 from the fourth quarter of 2020 to the first quarter of 2021.

Isolezwe ngoMgqibelo recorded the highest quarter-on-quarter increase in sold publications with 9.3% from 27,222 to 29,754, followed by The Saturday Star with an increase of 8.79%.

Media24's weekend newspapers recorded a marginal decline from the previous quarter with City Press recording the highest decline of 7.72% followed by Weekend Witness with a decline of 2.55%. ** Pretoria News Weekend did not make a submission for circulation comparison.

Publication Name	Frequency	Circulation	Previous Period	Increase/Decline	Percentage
Sunday Times	Wknd	115209	11167	3539	3.17%
Rapport	Wknd	8178	8071	-1291	1.55%
Burger, Die Saturday	Wkly, Sat	45169	45,263	-94	0.21%
Sunday World	Wknd	32481	34116	-1635	4.79%
Beeld, Saturday	Wkly, Sat	31961	31526	435	1.38%
Isolezwe ngoMgqibelo	Wkly, Sat	29754	27222	2532	9.30%
Isolezwe ngeSonto	Wkly, Sun	27446	28202	-756	2.68%
City Press	Wknd	26764	29003	-2239	7.72%
Ilanga Langesonto	Wknd	22765	22219	546	2.46%
Sunday Tribune	Wkly, Sun	22203	22156	47	0.21%
Independent on Saturday	Wkly, Sat	14857	14729	128	0.87%
Citizen, The (Saturday)	Wkly, Sat	14715	14043	672	4.79%
Weekend Argus	Wknd	12978	1215	828	6.81%
Weekend Post	Wknd	10068	10192	-124	1.22%
Daily Dispatch Weekend	Wknd	9783	9437	346	3.67%
The Saturday Star	Wkly, Sat	8849	8134	715	8.79%
Weekend Witness	Wkly, Sat	7466	7661	-195	2.55%
Pretoria News Saturday**	Wkly, Sat	No Issue	No Issue	N/A	N/A

Consumer Magazines

The top consumer magazine in the first quarter of 2021 was Media24's Huisgenoot from Media24 with a circulation of 140,279, while business consumer magazine Business Brief remained the same as in the fourth quarter of 2020 with a circulation of 51,988.

The biggest loss in the consumer magazine category was SA Real Estate investors Magazine with a total of 28.35%, a decline in circulation from 15,437 to 11,060. These figures show that there was a slight increase in the consumer magazine category overall.

Some general-interest magazines reported the same circulation as the previous quarter, while many publications have changed frequency or are no longer published, so no current circulation data is available.



Publication Name	Circulation	Previous Period	Increase/Decline	Percentage
Business and News				
Business Brief.	51,988	51,988	0	0
Financial Mail	13,009	11,652	1357	10.43%
Finweek	11,79	11,572	218	1.97%
SA Real Estate Investor	11,06	15,437	-4377	28.35%
Forbes Africa	8,268	8,268	0	0
Personal Finance	No Submission	No Submission	N/A	N/A
Entertainment				
TV Plus (Afrikaans)	14,618	15,023	-405	2.69%
TV Plus (English)	4,944	5,177	-233	4.50%
Family Interest				
Huisgenoot	140,279	139,545	734	0.52%
You	72,79	72,762	28	0.03%
Farming				
Farmer's Weekly	8,028	7,337	691	9.41%
Landbouweekblad	18,253	17,741	512	2.88%
Home				
Idees/Ideas	15,898	15,898	Unchanged	Unchanged
Lose It,	15,996	15,996	Unchanged	Unchanged
SA Homeowner	24,210	22,783	1427	6.26%
Sarie Kos,	22,862	22,862	Unchanged	Unchanged
The Gardener / Die Tuinier	27,021	24,855	2166	8.71%
Visi	13,592	13,592	Unchanged	Unchanged
Male				
GQ..	Frequency Change	5,808	N/A	N/A
Men's Health	Discontinued	Discontinued	N/A	N/A
Popular Mechanics	No Submission	13,839	N/A	N/A
Stuff.	No Submission	No Submission	N/A	N/A
Very Interesting	12,567	12,567	Unchanged	Unchanged
Motoring				
Bike SA	12,093	12,439	-346	2.78%
Car	47,352	44,612	2740	6.14%
Kamp & Karavaan	No Issues	No Issues	N/A	N/A
Driven Magazine	No Submission	12,282	N/A	N/A
Leisure Wheels	Discontinued	Discontinued	N/A	N/A
SA4x4	No Issues	No Issues	N/A	N/A
Woman's General				
Fairlady	Frequency Change	34,851	N/A	N/A

Glamour	Frequency Change	12,562	N/A	N/A
Kuier	74,622	78,358	-3736	4.76%
Sarie	Frequency Change	62,540	N/A	N/A
True Love	Frequency Change	25,775	N/A	N/A

Community Newspapers

The leading community newspaper for the first quarter of 2021 was Taxi Times with a circulation of 145,970.

The community newspaper with the largest growth was City Vision Khaylistha with a 40.14% increase in first quarter circulation from 30,114 to 42,202, while the largest decrease was Maseru Metro with a 45.98% decrease and a decrease in circulation from 16,115 to 8,704.

Most community newspapers had an increase of less than 1%, and some showed no increase in circulation. There were no other discontinued publications.

Publication Name	Frequency	Circulation	Previous Period	Increase/Decline	Percentage
Alberton Record	Wkly, Wed	37,726	37,688	38	0.10%
Alex News	F	14,81	14,809	1	0.01%
Athlone News	Wkly, Wed	53,484	50,744	2740	3.10%
Atlantic Sun	Wkly, Wed	30,157	28,357	1800	4.10%
Bedfordview & Edenvale News	Wkly, Wed	44,145	43,951	194	5.10%
Benoni City Times	Wkly, Tue	38,838	38,827	11	6.10%
Berea Mail	Wkly, Fr	27,094	26,900	194	0.70%
Bloemfontein Courant	Wkly, Wed	44,889	44,889	Unchanged	Unchanged
Bloemnuus	Wkly, Th	40,879	41,308	-429	1.03%
Boksburg Advertiser	Wkly, Tue	43,465	43,481	-16	0.03%
Bolander	Wkly, Wed	29,794	28,428	1366	4.80%
Bonus Review	Wkly, Wed	19,880	19,878	2	0.01%
Brakpan Herald	Wkly, Tue	18,991	18,905	86	0.45%
Breederivier Gazette.	Wkly, Wed	12,160	11,923	237	1.98%
Carletonville Herald.	Wkly, Fr	11,970	11,990	-20	0.16%
Chatsworth Rising Sun	Wkly, Tue	51,550	51,550	Unchanged	Unchanged
City Vision (Khayalitsha)	Wkly, Th	42,202	30,114	12088	40.14%
City Vision (Langa/Gugulethu)	Wkly, Th	32,500	28,641	3859	13.47%
City Vision (Lwandle)	Wkly, Th	10,000	8,316	1684	20.25%
Coastal Weekly	Wkly, Th	29,469	29,73	-261	0.87%
Comaro Chronicle	Wkly, Wed	20,46	20,337	123	0.60%
Constantiaberg Bulletin	Wkly, Wed	30,679	29,017	1662	5.70%
Corridor Gazette	F	9,800	9,800	Unchanged	Unchanged

CXpress	Wkly, Wed	4,995	4,995	Unchanged	Unchanged
Diepkloof Urban News	Wkly, Fr	29,820	29,819	1	0.00%
Dolphin Coast Mail	Wkly, Wed	29,920	29,960	-40	0.13%
East Coast Mail	Wkly, Wed	29,920	29,960	-40	0.13%
Eastern Cape Rising Sun	Wkly, Tue	17,034	13,334	3700	27.74%
Eikestadnuus.	Wkly, Th	23,627	23,697	-70	0.29%
Ethekwini Times	Wkly, Fr	40,980	40,980	0	0.00%
Express	Wkly, Wed	33,987	33,989	-2	0.00%
Eyethu Bay Watch (Formerly Baywatch)	Wkly, Wed	30,064	30,065	-1	0.00%
False Bay Echo	Wkly, Wed	30,242	28,439	1803	6.33%
Fourways Review	Wkly, Wed	36,688	36,633	55	0.15%
Free State Sun	Wkly, Th	4,750	4,750	Unchanged	Unchanged
Germiston City News	Wkly, Tue	30,251	30,247	4	0.01%
Go & Express	Wkly, Th	42,340	42,318	22	0.05%
Greytown Gazette	Wkly, Mon	9,900	9,900	Unchanged	Unchanged
Hazyview Herald	F	9,795	9,795	Unchanged	Unchanged
Helderberg Gazette.	Wkly, Tue	31,662	31,652	10	0.03%
Hermanus Times.	Wkly, Wed	20,652	20,529	123	0.59%
Highveld, The	Wkly, Fr	11,955	9,230	2725	29.52%
Highway Mail	Wkly, Fr	54,097	54,083	14	0.02%
Inner City Gazette	Wkly, Th	4,975	4,935	40	0.81%
Intshonalanga Eyethu	Wkly, Fr	23,775	23,78	-5	0.02%
Issue Mangaung	Wkly, Wed	29,900	29,900	Unchanged	Unchanged
Issue, Eastern Free State	Wkly, Th	21,900	21,900	Unchanged	Unchanged
Kathorus Mail	F	54,025	53,83	195	0.36%
Kempton Express	Wkly, Th	48,257	48,444	-187	0.38%
Komani Karoo Express	Mtly	29,98	29,98	Unchanged	Unchanged
Kouga Express	Wkly, Th	19,961	19,961	Unchanged	Unchanged
Krugersdorp News	Wkly, Wed	26,629	26,608	21	0.07%
Maluti News	Wkly, Fr	2,495	2,495	Unchanged	Unchanged
Maritzburg Echo	Wkly, Th	36,299	37,024	-725	0.20%
Maritzburg Sun	Wkly, Wed	29,122	28,884	238	0.82%
Maseru Metro	Wkly, Th	8,704	16,115	-7411	45.98%
Merebank Rising Sun	Wkly, Tue	19,85	19,85	0	0.00%
Mid-South Coast Rising Sun	Wkly, Tue	17,85	17,85	0	0.00%
Midrand Reporter	Wkly, Th	28,041	27,993	48	0.17%
Msunduzi Eyethu (former Edendale)	Wkly, Th	33,281	32,448	833	2.56%
Mthatha Express	Wkly, Wed	69,970	69,970	Unchanged	Unchanged
Noordkaap Bulletin	Wkly, Th	35,131	35,150	-19	0.05%

North Coast Courier	Wkly, Wed	29,947	29,924	23	0.07%
North Coast Rising Sun	Wkly, Wed	62,776	59,86	2916	4.87%
Northcliff & Melville Times	Wkly, Tue	30,102	30,371	-269	0.88%
Northern Eyethu	Mtly	15,857	15,857	Unchanged	Unchanged
Northglen News	Wkly, Fr	27,516	27,47	46	0.16%
Overport Rising Sun	Wkly, Th	40,35	40,35	Unchanged	Unchanged
Parys Gazette	Wkly, Fr	7,48	7,48	Unchanged	Unchanged
PE Express	Wkly, Wed	119,961	119,961	Unchanged	Unchanged
People's Post Athlone	Wkly, Tue	20,000	18,908	1092	5.70%
People's Post City Edition	Wkly, Tue	14,000	12,181	1819	14.93%
People's Post Claremont/Rondebosch	Wkly, Tue	20,000	20,000	Unchanged	Unchanged
People's Post Constantia/Wynberg	Wkly, Tue	20,000	20,000	Unchanged	Unchanged
People's Post False Bay	Wkly, Tue	22,000	22,000	Unchanged	Unchanged
People's Post Grassy Park	Wkly, Tue	14,000	12,909	1091	8.45%
People's Post Landsdowne	Wkly, Tue	18,000	16,545	1455	8.79%
People's Post Mitchells Plain	Wkly, Tue	47,500	46,818	682	1.45.14.93%
People's Post Retreat	Wkly, Tue	14,000	12,181	1819	0.53%
People's Post Woodstock	Wkly, Tue	14,000	14,075	-75	0.00%
Phoenix Tabloid	Wkly, Tue	55,98	55,98	Unchanged	Unchanged
Pimville Urban News	Wkly, Fr	24,82	24,819	1	0.00%
Plainsman	Wkly, Wed	89,536	89,581	-45	0.05%
Polokwane Observer.	Wkly, Th	29,828	29,776	52	0.17%
Potchefstroom Herald.	Wkly, Fr	16,938	16,938	Unchanged	Unchanged
Protea Urban News	Wkly, Fr	24,82	24,819	1	0.00%
Public Eye	Wkly, Th	29,285	29,022	263	0.90%
Queensburgh News	F	13,004	12,981	23	0.17%
Randburg Sun	Wkly, Th	59,398	59,468	-70	0.11%
Randfontein / Westonaria Herald.	Wkly, Tue	18,434	18,444	-10	0.05%
Rekord Central/Sentraal	Wkly, Fr	18,500	18,500	Unchanged	Unchanged
Rekord Centurion	Wkly, Wed	60,148	60,173	-25	0.04%
Rekord East/Oos	Wkly, Tue	79,025	78,963	62	0.07%
Rekord Mamelodi	Wkly, Fr	29,95	28,768	1182	4.10%
Rekord Moot	Wkly, Th	33,568	33,568	Unchanged	Unchanged
Rekord North/Noord	Wkly, Th	40,000	40,000	Unchanged	Unchanged
Rekord Noweto	Wkly, Fr	28,950	27,368	1582	5.70%
Rekord West News/Wes Nuus	Wkly, Fr	20,200	19,823	377	1.90%
Ridge Times	Wkly, Fr	34,950	34,950	Unchanged	Unchanged

Rising Sun Lenasia	Wkly, Wed	29,925	29,925	Unchanged	Unchanged
Roodepoort Northsider	Wkly, Th	26,788	26,92	-132	0.40%
Roodepoort Record	Wkly, Th	46,789	46,634	155	0.33%
Rosebank Killarney Gazette	Wkly, Tue	40,805	40,87	-65	0.15%
Sandton Chronicle	Wkly, Wed	49,497	49,411	86	0.17%
Sedibeng Ster	Wkly, Th	90,942	90,980	-38	0.04%
Sentinel News	Wkly, Wed	6,924	6,486	438	6.70%
South Coast Fever	Wkly, Th	34,940	34,950	-10	0.02%
South Coast Sun	Wkly, Fr	19,896	19,850	46	0.23%
Southern Courier	Wkly, Tue	25,377	23,252	2125	9.13%
Southern Mail	Wkly, Wed	48,186	46,084	2102	4.50%
Southern Star	Wkly, Fr	31,980	31,980	Unchanged	Unchanged
Southern Suburbs Tatler	Wkly, Wed	46,601	44,300	2301	5.19%
Southlands Sun	Wkly, Fr	17,557	16,901	656	3.88%
Soweto Express	Mtly	29,900	29,104	796	2.73%
Springs Advertiser	Wkly, Wed	26,009	25,997	12	0.04%
Standerton Advertiser.	Wkly, Fr	4,758	5,189	-431	8.30%
Stanger Weekly	Wkly, Wed	29,271	29,261	10	0.03%
Steelburger	Wkly, Th	17,700	17,700	Unchanged	Unchanged
Ster, North	Wkly, Tue	32,825	32,760	65	0.19%
Ster, South	Wkly, Tue	41,460	41,460	Unchanged	Unchanged
Swartland Gazette	Wkly, Tue	19,160	19,112	48	0.25%
Tabletalk	Wkly, Wed	67,177	64,570	2607	4.03%
Tame Times - Weekly	Wkly, Tue	39,986	39,970	16	0.04%
Taxi Times	F	145,970	144,940	1030	0.71%
The Hilton	Mtly	4,960	4,960	Unchanged	Unchanged
The Springfield Weekly Gazette	Wkly, Th	50,605	50,518	87	0.17%
The Weekly Free State	Wkly, Th	4,950	4,950	Unchanged	Unchanged
Tongaat & Verulam Tabloid	Wkly, Tue	34,980	34,980	Unchanged	Unchanged
Tygerburger Bellville	Wkly, Wed	19,203	19,073	130	0.68%
Tygerburger Brackenfell	Wkly, Wed	19,376	19,281	95	0.49%
TygerBurger De Grendel	Wkly, Wed	18,565	18,456	109	0.59%
Tygerburger Durbanville	Wkly, Wed	20,944	20,988	-44	0.20%
Tygerburger Eersterivier/Blue Downs	Wkly, Wed	28,002	27,890	112	0.40%
Tygerburger Elsiesrivier	Wkly, Wed	20,020	19,923	97	0.48%
Tygerburger Goodwood	Wkly, Wed	14,097	13,986	111	0.70%
Tygerburger Kraaifontein	Wkly, Wed	18,687	18,582	105	0.56%
Tygerburger Kuilsrivier	Wkly, Wed	19,347	19,234	113	0.58%
Tygerburger Milnerton	Wkly, Wed	18,724	18,614	110	0.59%

Tygerburger Parow	Wkly, Wed	14,371	14,271	100	0.70%
Tygerburger Ravensmead/Belhar	Wkly, Wed	20,016	19,917	99	0.49%
Tygerburger Table View	Wkly, Wed	31,491	31,381	110	0.35%
TygerBurger Tyger Valley	Wkly, Wed	17,464	17,349	115	0.66%
UD Express	Wkly, Wed	29,975	29,975	Unchanged	Unchanged
UGU Eyethu	Wkly, Wed	19,850	19,850	Unchanged	Unchanged
Umgungundlovu Eyethu	F	13,293	9,960	3333	33.46%
Umlazi Eyethu	Wkly, Fr	29,881	29,881	Unchanged	Unchanged
Umlazi Times	Wkly, Th	40,980	40,980	Unchanged	Unchanged
Uthukela Eyethu	Wkly, Th	9,950	10,000	-50	0.50%
Village Talk	Wkly, Wed	11,946	11,946	Unchanged	Unchanged
Vista	Wkly, Th	35,123	35,171	-48	0.13%
Vrystaat Kroon	F	12,292	12,331	-39	0.31%
Vukani	Wkly, Wed	77,419	74,342	3077	4.13%
Weskus Nuus	F	14,930	14,950	-20	0.13%
Xpress Times	Wkly, Wed	21,250	20,916	334	1.59%
Ystervark	Wkly, Th	7,900	7,890	10	0.12%
Zululand Eyethu	Mtly	11,848	11,851	-3	0.02%

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